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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/767,191	01/30/2004	Anthony Bruce	APRE0003-US	5717
11850	7590	06/23/2011	EXAMINER	
SNR DENTON US LLP (Sophir-All Others)			ANDERSON, FOLASHADE	
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P.O. BOX 061080			ART UNIT	PAPER NUMBER
CHICAGO, IL 60606-1080			3623	
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			06/23/2011	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
10/767,191	30 January 2004	BRUCE ET AL.	APRE0003-US

EXAMINER

FOLASHADE ANDERSON

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Commissioner for Patents

The purpose of this supplemental communication is to make the prior art teachings of Bolton, Ruth N., & Drew, James H. (1991). A Longitudinal Analysis of the Impact of Service Changes on Customer Attitudes. Journal of Marketing, a part of the record. Bolton et al was relied on in determining the allowability of Applicant's claimed invention.

/BETH V BOSWELL/
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Examiner, Art Unit 3623